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RICHMOND, Va., July 23 /PRNewswire/ -- While most of the nation suffers from this year's worst and most dangerous heat wave, consumers are rushing to the nation's retailers looking for relief. And what they are finding is that air conditioners offer more than just cool air.

"At [Circuit City](#), consumers can enjoy the benefits of air conditioners with prices ranging from \$169 to \$699," said Dan Barzel, [Circuit City](#) senior national buyer for appliances. "But customers need to be aware that making the wrong air conditioning choice can be costly. Consumers should do a little research before their purchase or find a trained sales counselor who can explain their options when shopping for an air conditioner."

Dehumidify for Safety and Comfort -- High humidity adds to the body's fluid loss, which can cause heat cramps and heat exhaustion. Moisture removal is not only beneficial, but also adds to the comfort of owning an air conditioner. The amount of moisture removal depends upon the output of the air conditioning unit. For instance, a 5,000 BTU unit will remove approximately 1.1 pints of moisture per hour, while a 10,000 BTU air conditioner removes about 2.8 pints per hour.

Full Text (785 words)

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Industry: RETAIL

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"At [Circuit City](#), consumers can enjoy the benefits of air conditioners with prices ranging from \$169 to \$699," said Dan Barzel, [Circuit City](#) senior national buyer for appliances. "But customers need to be aware that making the wrong air conditioning choice can be costly. Consumers should do a little research before their purchase or find a trained sales counselor who can explain their options when shopping for an air conditioner."

Unexpected Benefits

Besides cold air, modern air conditioners offer many unexpected benefits:

Remote Control -- Too hot to get off the couch? Too cold to take off the blanket? With [Sharp Electronics Corporation](#), customers get the power of a world-class manufacturer and the convenience of a remote control.

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The Clean Air Act -- Today's air conditioners not only cool and dehumidify, they use sophisticated air filters to clean the air that is recycled through the unit. Filtered air reduces dust mites and other airborne irritants. For instance, Amana's new Quiet Zone units utilize charcoal air filters that reduce dust and smells.

Room With A View -- Worried that your new unit might obstruct that beautiful view of Central Park? The VisionAire from Carrier has a small footprint that sits only eight inches from the windowsill. This unit guarantees all the benefits of a world-class air conditioner, plus a view Picasso could love.

Heat 'n Cool -- In most markets with a moderate climate, [Circuit City](#) sells units that offer customers the opportunity to cool or heat a room with the touch of a button.

Energy Savings -- Air conditioners today use significantly less energy than their old counterparts. The most efficient units have an energy rating of 10.0 or better.

Money Saving Tips

Shopping for air conditioners does take some planning. If consumers make uninformed purchase decisions they will waste money and continue to suffer from the heat. With the help of a little research or a trained sales counselor, customers shopping for air conditioners can make informed purchases and get the most for their money. Each consumer should be aware of the following:

Size Matters -- Know the size of the room you want to cool. Units with a small BTU output will not cool larger rooms. To determine a room's square footage, multiply the width of the room by its length. For best results, a trained sales counselor can help you pick the unit that meets your needs.

Bigger Is Not Always Better -- Want to know why the cavemen moved into houses? If you select a unit too large for the area to be cooled, the area will cool before the proper amount of humidity is removed. The room will then feel like a cave -- cool, damp and uncomfortable.

Sometimes Bigger Is Better -- For rooms where heat is created, like the kitchen, or areas that are exceptionally hot, like attic rooms, a larger BTU output is desirable. On average, an additional 4,000 BTUs will help overcome the extra heat.

No Power Steering -- Unlike the latest sports car, cool air does not corner well. When cooling more than one room, the rooms must adjoin and have connecting doors or openings.

Full service retailers employ trained sales counselors who will explain the features and benefits of the air conditioners sold by the company. When shopping at large brand name consumer electronics and appliance stores, like [Circuit City](#), customers benefit from guaranteed low prices, a wide breadth of selection, working demonstrations, trained sales counselors and high levels of customer service.

Founded in 1949, [Circuit City Stores, Inc.](#) is the nation's largest retailer of brand-name consumer electronics and major appliances and a leading retailer of personal computers and music software. With headquarters in Richmond, Va., [Circuit City](#) operates 511 Superstores, four consumer electronics-only stores and 51 mall-based Circuit City Express stores throughout the United States. Consumers can learn more about [Circuit City](#) by accessing the company's Web site at <http://www.circuitcity.com>. SOURCE [Circuit City Stores, Inc.](#)

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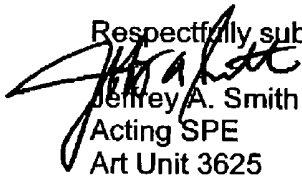
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Respectfully submitted,



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